

**OFFICE OF THE GENERAL COUNSEL  
Division of Operations-Management**

**MEMORANDUM OM 09-19**

**December 16, 2008**

TO: All Regional Directors, Officers-In-Charge,  
and Resident Officers

FROM: Richard A. Siegel, Associate General Counsel

SUBJECT: Outreach Program

As you know, Memorandum OM 06-66 addressed the Outreach initiative and the formation of a centralized Outreach program. Since that time, all Regions have done a tremendous job in disseminating important information about workers' rights to our stakeholders and to the public. Below is a catalogue of the outstanding Regional outreach efforts made in FY2008. It is gratifying that the Regional Offices share the General Counsel's commitment to reaching out to citizens and community groups, in addition to maintaining our traditional relationships within the labor and employment relations communities.

**Outreach Events:**

Based on the CATS entries, Board agents participated in over 525 outreach events during FY2008, providing information to over 32,000 stakeholders. A number of these events addressed several hundreds, if not thousands, of people, such as participating in the Black Expo in Indianapolis and discussing the Act and recent case developments on radio talk shows.

The majority of outreach events for FY2008 were in educational settings, such as law schools and undergraduate and high school classes. Other events involved community based activities, bar association activities, and outreach activities to labor organizations, employer/management organizations, and government organizations. We continue to engage in joint outreach activities with other federal agencies.

The following are a number of significant and unique outreach events that occurred in FY2008: addressing protected concerted activities at workers' centers, immigrant welcome centers, and women's rights centers; informing state legislators and school district representatives about the Agency and the Act; hosting and mentoring minority students at a "shadowing event" at a Regional office to broaden students goals and perspectives; and educating high school students, stewards and human resource employees about worker's rights.

### **Newsletters:**

During FY 2008, 22 Regions prepared and disseminated 29 interesting and informative newsletters within their individual communities. Six Regions joined the ranks of those Regions with newsletters published in FY2007. Specifically, FY2008 newsletters were drafted and distributed by Regions 1, 3, 4, 5, 6, 7, 10, 11, 13, 14, 15, 17, 18, 19, 20, 21, 25, 26, 29, 31, 32, and 34. The Regions received very positive feedback from their stakeholders. Regions have distributed newsletters via hard copy and electronic mail to over 25,000 stakeholders. In addition, all newsletters are posted on the Agency's Internet Webpage under "About Us" at [http://www.nlrb.gov/about\\_us/regional\\_news/regional\\_newsletters.aspx](http://www.nlrb.gov/about_us/regional_news/regional_newsletters.aspx) and on the Agency's Intranet Outreach page under "Operations".

### **Speakers Bureau:**

In addition to telephonic inquiries for speakers, we have received over 50 requests for speakers from the public via our Internet "Speakers Bureau". As in the past, we continue to be told by requestors that they would not have contacted the NLRB if not for our Website's Speakers Bureau. I encourage Regions to highlight the availability of the Speakers Bureau in their newsletters.

### **Telephone, Radio and Television:**

The Regions received and responded to over 75,000 telephonic inquiries pertaining to workplace issues. The inquiries were made to the Regions directly and by using our toll-free line, 1-866-667-NLRB (1-866-667-6572) or (TTY) 1-866-315-NLRB (1-866-315-6572) for the hearing impaired. In addition, Regions are continuing their efforts to obtain air time on radio and public television stations, including Spanish-language stations.

### **Intranet/Internet:**

The Operations page on the Intranet Website continues to be updated with the inclusion of current Outreach materials for use by Agency personnel, such as Regional newsletters, speeches, and power point presentations.

The restructured Internet Website includes the Speaker's Bureau, current newsletters, expanded protected concerted activity information, foreign language publications, and other federal and state agency information. It also provides the public with an updated calendar of events regarding Regional outreach activities via a new link under "Regional News" entitled "Events" at [http://www.nlrb.gov/about\\_us/regional\\_news/regional\\_events.aspx](http://www.nlrb.gov/about_us/regional_news/regional_events.aspx). Links to the NLRB site can be found on many other Websites, such as [www.FMCS.gov](http://www.FMCS.gov) and [www.NMB.gov](http://www.NMB.gov)

**Video:**

Production of the English/Spanish video about our Agency and representation case processing for nationwide distribution to the public is complete. DVDs will be sent to Regions for distribution and a streaming video will be placed on our Website.

**Conclusion:**

The success of the outreach program continues to be due to the dedicated and creative work of the Board agents in the Regions. As we move forward, additional outreach opportunities will be explored, such as broadcasting public service announcements and short presentations about the Act on "You Tube," as well as further exposure on radio and television (including Spanish language), and possibly advertising on billboards and public transportation systems.

In FY2009, we hope to provide Regions with updated publications in various languages, more equipment for presentations, and promotional giveaways, and additional funding for events. Please continue to enter all Regional outreach events into CATS in a timely and accurate manner so that they can be monitored. The information you enter is critical to measuring our implementation of this important General Counsel initiative.

Lastly, I applaud the excellent communication between the Regional Outreach Coordinators and National Outreach Coordinators, DAGCs Peter S. Ohr and Jennifer Abruzzo. That collaboration has enriched the Outreach program immensely and I hope that it continues.

If you have any questions about this memorandum, please contact your Assistant General Counsel or Deputy or the undersigned.

/s/  
R.A.S.

cc: NLRBU  
Release to the Public